

1 providing, by a broadcaster, said broadcast-related data to a content provider so
2 that the content provider makes said broadcast-related data available to the content
3 initiator.

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5 6. The method of claim 1, wherein the first data format is incompatible with
6 the handheld device, the method further comprising:

7 retrieving said selected content from the content provider;
8 converting the first data format into the second data format;
9 transmitting the second data format to the handheld device; and
10 rendering the second data format on the handheld device.

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12 7. The method of claim 1, further comprising:
13 retrieving by the formatting agent of said selected content from the content
14 provider;
15 determining the first data format is incompatible with the handheld device; and
16 converting said selected content into said compatible second data format.

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18 8. The method of claim 7, wherein said converting comprises:
19 determining characteristics of the handheld device;
20 identifying a portion of said selected content that is incompatible with the
21 handheld device; and
22 converting said incompatible portion into a compatible portion based on said
23 determined characteristics.

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2 9. The method of claim 7, wherein said incompatible portion comprises an
3 Internet communication protocol.
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5 10. The method of claim 1, wherein the content catalog comprises selected
6 ones of: links to content provider content, and embedded content provider content.
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8 11. An apparatus, comprising a machine accessible medium having
9 instructions encoded therein, which when executed by the machine, are capable of
10 directing the machine to perform the operations of claim 1.
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12 12. The apparatus of claim 11, wherein said instructions include further
13 instructions capable of directing the machine to perform the operations of claim 4.
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15 13. The apparatus of claim 12, wherein said instructions include further
16 instructions capable of directing the machine to perform the operations of claim 5.
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18 14. The apparatus of claim 11, wherein said instructions include further
19 instructions capable of directing the machine to perform the operations of claim 6.
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21 15. The apparatus of claim 11, wherein said instructions include further
22 instructions capable of directing the machine to perform the operations of claim 7.
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1 16. The apparatus of claim 15, wherein said instructions include further
2 instructions capable of directing the machine to perform the operations of claim 8.

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4 17. The apparatus of claim 15, wherein said instructions include further
5 instructions capable of directing the machine to perform the operations of claim 7.

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7 ~~18.~~ A system, comprising:
8 a system at a first location having disposed therein a content formatting server,
9 and a handheld device communicatively coupled to the content formatting server;
10 a first memory accessible by the handheld device having first instructions stored
11 therein, which when executed by the handheld device, direct the handheld device to
12 monitor a user interface for a trigger event, and responsive thereto, to request a catalog
13 from the content formatting server;
14 a system at a second location, different from said first location, having disposed
15 therein a content initiator communicatively coupled to the content formatting server;
16 and
17 a second memory accessible by the content formatting server having second
18 instructions stored therein, which when executed by the formatting server, direct the
19 content formatting server to retrieve the catalog from the content initiator in a first data
20 format, and provide the catalog to the handheld device in a second format.

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22 19. The system of claim 18, wherein the first data format is the same as the
23 second format.

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2 20. The system of claim 18, wherein said second instructions include further
3 instructions for converting the first data format into the second data format.

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5 21. The system of claim 18, further comprising:
6 a content provider communicatively coupled to the formatting server;
7 wherein said first instructions include further instructions, which when executed
8 by the handheld device, direct the handheld device to retrieve content from the content
9 provider.

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11 22. The system of claim 21, wherein said instructions include further
12 instructions, which when executed by the handheld device, direct the handheld device
13 to:
14 display the catalog on the handheld device;
15 receive a selection of a catalog entry corresponding to content provided by a
16 content provider; and
17 retrieve said content from the content provider.